

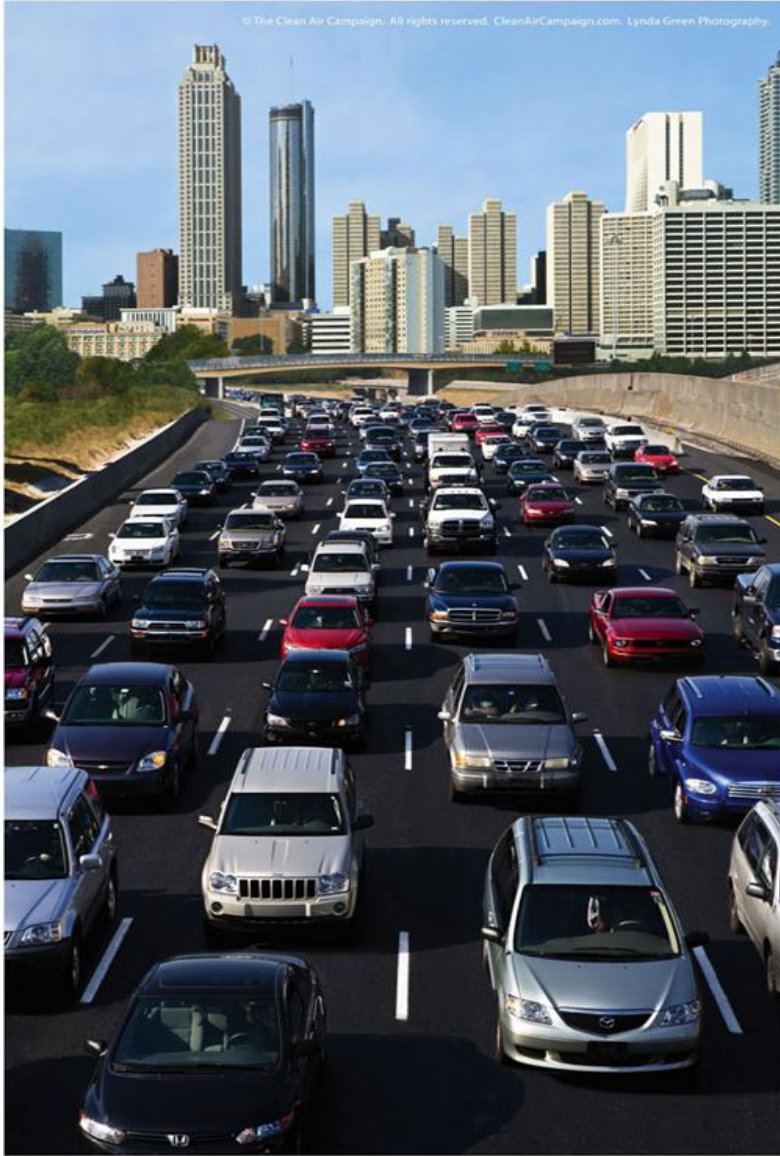


Program Briefing
State Transportation Board
January 14, 2015

Introduction

- Georgia Commute Options was created in 1996 to promote and incentivize ridesharing and alternatives to driving alone
- GDOT-led program receives \$6.5 million annually in Congestion Mitigation and Air Quality (CMAQ) funding

Georgia Commute Options Reduces Congestion



Transportation Demand Management Nationwide



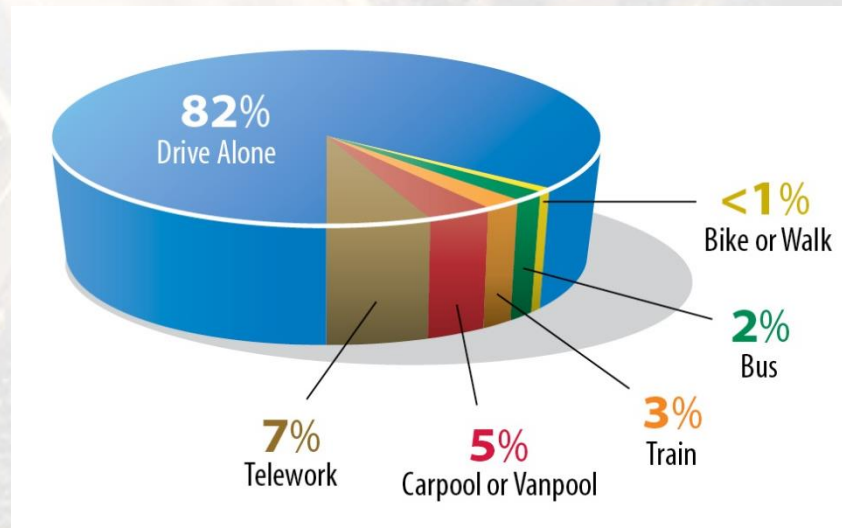
Georgia Commute Options: “Get More by Driving Less”

Services provided to help commuters.

- **Carpooling** – Services provided to match carpoolers
- **Employer Services** – Program consultation, ridematching for employees, tax benefits, teleworking
- **Guaranteed Ride Home Service**
- **Vanpools** – Find or start a vanpool
- **Transit** – Provide traveler information
- **Incentives** for switching from driving alone to a commute alternative

The State of Commuting in Georgia

- Significant congestion along urban interstates
- Georgia is the sixth most expensive state for driving when factoring in cost of repairs, insurance, and gas
- Average of 30 minutes on a one-way trip to work
- 82% of commuters drive alone
- Congestion costs us in time, productivity, and quality of life



Metro Atlanta Commuter Patterns



20% increase since 2007 in the number of commuters using alt modes 3+ days per week.

Source: 2010 Regional Commuter Survey conducted by the Center for Transportation and the Environment study on behalf of the Georgia Department of Transportation

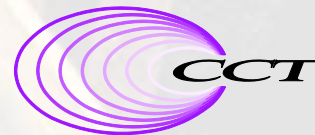
Georgia Commute Options

Daily Results

- Serves 1,600 Georgia employers and property managers
- Reduces 1.1 million miles of vehicle travel daily in metro Atlanta*
- Eliminates 550 tons of air pollution daily in metro Atlanta*
- Saves participants \$500,000 in direct savings on gas and vehicle expenses, daily in metro Atlanta*

**Statistics from 2012 Georgia DOT Travel and Emissions Impact Summary*

Partners



Programs and Activities

- Telework Week
- Clean Commute Week
- Earth Day
- Dump the Pump
- Commute Pursuit
- PARK(ing) Day
- Atlanta Bike Challenge



\$3 A DAY

Driving alone and ready to switch?



\$25 PRIZES

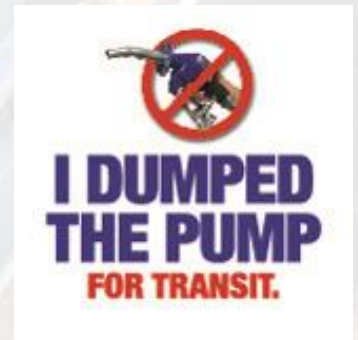
Already using a commute alternative?



\$40 – \$60 GAS CARDS

Ready to upgrade your carpool?

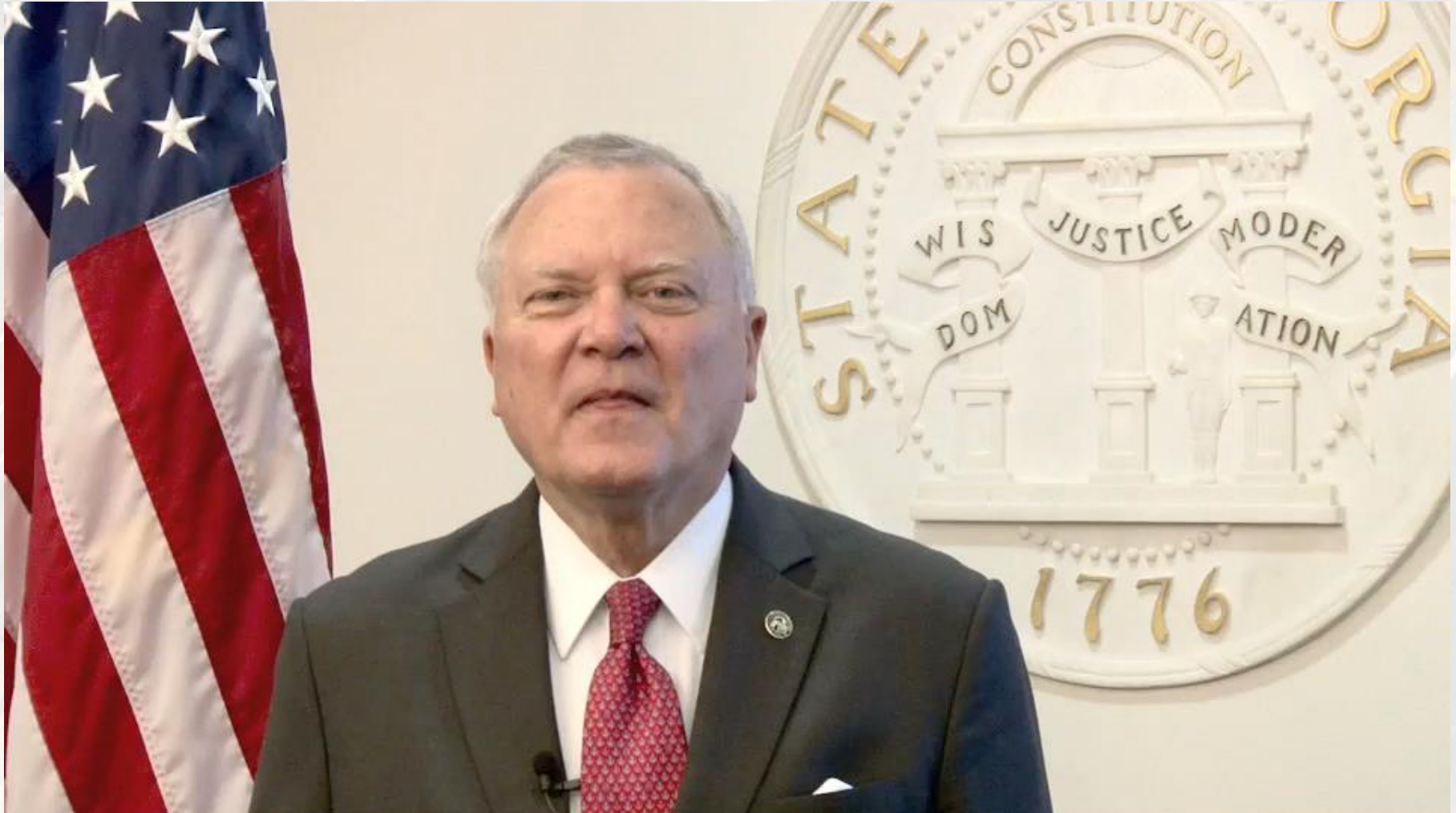
**ATLANTA
BIKE CHALLENGE**



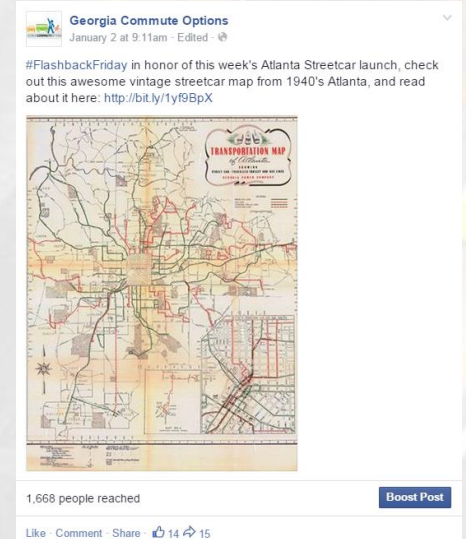
State Agency Program



State Agency Program



Social Media Success



Next Steps in 2015

- Digital Advertising
 - Utilizing Rocketfuel, and other artificial intelligence tools, to help achieve high ROI on digital advertising efforts
- Technology
 - Website enhancements
 - Exploring opportunity for program app
- Marketing Campaign – “Be the Solution”

**TAKE YOUR
FRIENDS TO
WORK DAY
ANY DAY.**



Carpooling
saves you
time, money,
and stress.

BE THE SOLUTION



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**FIGHT FOR
CUPHOLDER
PLACES INSTEAD
OF PARKING
SPACES.**



Carpooling
lowers stress
and saves
money.

BE THE SOLUTION



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Facebook interface showing the Georgia Commute Options Organization page.

Header: Search Facebook, Allie, Home, Create Page

Cover Photo: A road with a white line, text: "Get more by driving less."

Profile Picture: Georgia Commute Options logo (bus, person, bicycle).

Page Name: Georgia Commute Options Organization

Buttons: Liked, Following, Message, ...

Navigation: Timeline, About, Photos, Likes, More

Left Sidebar:

- PEOPLE: 1,688 likes. Lee White, Sarah Nicole and 23 others like this. +20
- ABOUT: Georgia Commute Options is a one-stop shop for metro Atlanta's commute resources. <http://www.gacommuteoptions.com/>. Suggest Edits

Right Sidebar:

- Recent: 2014, 2013, 2012, 2011, 2010, 2009, 2008, 2007, 2005, 2002, 2000, 1996, Created
- Sponsored: Dollar Shave Club. dollarshaveclub.com. We deliver top quality razors to your door for just a few bucks a month. Join the Club.
- Chat (37)

Main Content Area:

Post / Photo / Video

Write something on this Page...

Post by Georgia Commute Options (2 hrs):

We can help you tackle that resolutions list. Share the ride and get your time back. #CommuteResolutions GaCommuteOptions.com

Image: Open books and pens.

